

## Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 COME-00 EB-07 /018 W

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R 231907Z AUG 76

FM AMEMBASSY MONTEVIDEO

TO SECSTATE WASHDC 1981

UNCLAS MONTEVIDEO 3109

E.O. 11652: N/A

TAGS: ETRD, BEXP, UY

SUBJECT: SECRETARY'S OASGA INITIATIVES - USDOC EXPORT PROMOTION

### ADVISORY SERVICES

REF: (A) STATE 196223, (B) 75 MONTEVIDEO A-50

1. GOU'S EXPORT PROMOTION ACTIVITIES ARE CARRIED OUT PRIMARILY BY "ASSISTANCE TO EXPORTER" DIVISION OF MINECONOMY'S FOREIGN TRADE OFFICE. THIS OFFICE IS PHYSICALLY LOCATED IN THE FOREIGN MINISTRY

AND HAS EMPLOYEES STATIONED IN URUGUAYAN EMBASSIES AND CONSULATES. ITS EFFORTS INCLUDE MANY PROGRAMS SIMILAR TO BUT SMALLER THAN THOSE OF USDOC (TRADE MISSIONS, MARKET STUDIES, INFORMATION PROGRAMS, ETC.). THIS DIVISION RECEIVES TECHNICAL ASSISTANCE FROM UNDP (ALTHOUGH PROGRAM SCHEDULED TO END IN DECEMBER) AND COOPERATES WITH OAS THROUGH CIPE (COMISION INTERAMERICANA DE PROMOCION DE EXPORTACIONES). IN SPITE OF BUDGETARY LIMITS, FOREIGN TRADE OFFICE HAS IN PAST SEVERAL PERFORMED ITS ROLE WITH INCREASING EFFEC-TIVENESS (REFAIR), CONTRIBUTING TO RAPID GROWTH OF URUGUAYAN EXPORTS.

2. EMBOFFS INFORMALLY DISCUSSED POSSIBLE UTILIZATION USDOC EXPORT PROMOTION ADVISORY SERVICES WITH CHIEF AND DEPUTY OF DEVISION, WHO WELCOMED INITIATIVE. SUGGESTIONS FOR COOPERATION INCLUDED:

(A) USE OF A USDOC TRADE CENTER FOR EXHIBITION OF URUGUAYAN PRO-DUCTS.

(B) SUPPORT FOR LIBRARY REFERENCE FACILITIES THROUGH COMPLIMEN-TARY PROVISION OF USG PUBLICATIONS.

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(C) PARTICIPATION IN EXPORT PROMOTION SEMINARS HELD LOCALLY, ESPEC-

ALLY BY EXPERTS IN PACKAGING AND TRANSPORTATION AREAS.  
(D) VISITS BY OTHER TECHNICAL LEVEL PERSONNEL.

3. COMMENT: AS A RESULT OF VISIT TO URUGUAY BY SECRETARY OF COMMERCE, URUGUAY WAS OFFERED USE OF FRANKFURT TRADE CENTER FOR A SHOW IN 1971 ON A REIMBURSABLE BASIS. WHETHER GOU WOULD BE INTERESTED IN REPEATING THAT EFFORT WOULD REQUIRE FURTHER STUDY. HOWEVER, SINCE PRECEDENT EXISTS, IT NATURALLY CAME TO MIND AS FIRST PROPOSAL. OTHER SUGGESTIONS APPEAR REASONABLE, AND WITHIN RANGE OF EXAMPLES PROVIDED

SEFTEL. EMBOFFS NOTED THAT TENTATIVE NATURE OF PROGRAM AT THIS POINT AND CONSTRAINTS ON USDOC SUCH AS MANPOWER AND BUDGET. GOU OFFICIALS STATED THEY PLEASED WITH OFFER AND WOULD GIVE FURTHER THOUGHT TO REFINING THEIR GENERAL IDEAS. IN ADDITION,

GOU OFFICIALS UNDERSTOOD OUR CLARIFICATION THAT THIS INITIATIVE WOULD HELP PROMOTE EXPORTS TO ENTIRE WORLD AND IS NOT LIMITED TO OR EVEN ACHVCVAT US BOUND PRODUCTS ( A CONNECTION THAT IS FACILE TO FALL INTO). SUGGESTION FOR USE OF TRADE CENTER FALLS WITHIN THIS EXPORT-TO-THIRD-COUNTRIES CATEGORY.  
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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** TRADE PROMOTION, EXPORTS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 23 AUG 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1976MONTEV03109  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D760322-0249  
**From:** MONTEVIDEO  
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**Line Count:** 82  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION ARA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 76 STATE 196223, 75 MONTEVIDEO A-50  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** morandr  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 01 APR 2004  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <01 APR 2004 by ReddocGW>; APPROVED <27 JAN 2005 by morandr>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
04 MAY 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** SECRETARY'S OASGA INITIATIVES - USDOC EXPORT PROMOTION ADVISORY SERVICES  
**TAGS:** ETRD, BEXP, UY, US  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006